

# Winning with Risk Management: 2 (Financial Engineering and Risk Management)

Russell Walker

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This book develops the notion that companies can succeed on the basis of risk management, much as companies compete on efficiency, costs, labor, location, and other dimensions. The reality of risk and how it impacts companies is that it is much more definite, often catastrophic and looks more like a shock. This is striking, as a difference between firms on risk different than a marginal difference in operating efficiencies, for example. Competing on Risk Management requires a discipline, a commitment to using information and recognizing shocks and then acting upon those to redistribute assets. This book will examine how leading firms that compete on risk have done this and showcase best practices and impacts to the capital structure of firms and their organizational formation.

#### **Contents:**

- Introduction to Risk
- Overview of Risk Decisions
- Dealing With Shocks Large Scale Risks Impacting Markets and Industries
- Operations Pose Embedded Risks to the Enterprise
- Reliance on Technology Increases Operational Risk Often It Is Not Obvious
- Dealing With Contagion and Persistence in Risks
- Risk Management as a Corporate Competency
- Protecting the Enterprise From Itself Learning From History, Again
- Forming an Organization That Competes on Risk: Organizational Implications
- Developing a Culture for Sound Risk Management
- Toyota: Dealing With Crisis in a Major (Foreign) Market
- Communicating Risk Information in the Enterprise
- Benefits of Competing on Risk

**Readership:** Business professionals and students interested in the topic of risk management.



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